Social Media Planning

Activity 4 - Creating a Posting Schedule

A posting schedule is an important part of your plan to use social media in business. It shows an outline of:

- when you plan to post, how often, what day and what time
- what kind of material you plan to post, which could be a range of different things, for example:
    - A simple image and text posting, which could be a promotion, general information etc.
    - Posting a question or a request for feedback
    - Posting a link to a website (either the company website or another site with relevant information)
    - Posting a video.

You should also think about why you plan to post something. This will help you when you come to the assessment for this Learning Outcome as the Merit criteria requires you to justify your plan (e.g. say why you planned to post).

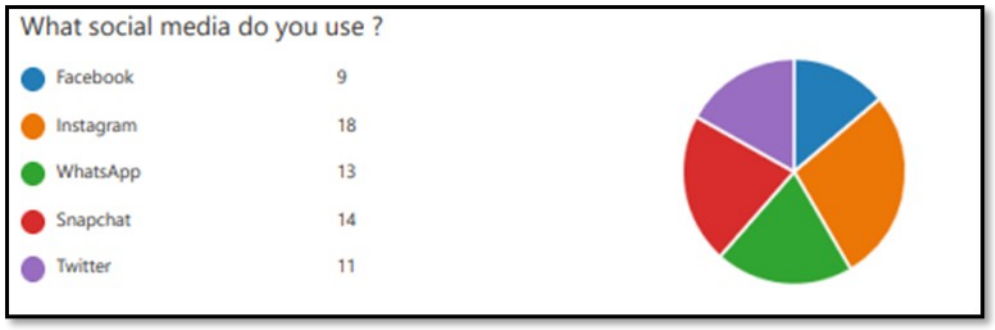
Create an outline posting schedule for the business you created the requirements plan for using the table below. The social media campaign should run over a 2 week period.

Pause point

Understanding why you plan to post needs to be related to the requirements of the business. Although this might be an imaginary business, think about what they are hoping to achieve by using social media, for example it might be to develop their brand images, increase traffic to the company website, sell more products, improve customer service etc.

Social Media Channels chosen and why (e.g. give target audience statistics – include graphs):

I have chosen to use Facebook and Instagram for my social media campaign because my research showed that my target audience use these platforms. Also .....



Day and time of posting	**Type of Post** Advertising a product, humour, competition, survey, indirect advertising, etc.	**Actual Content** **(e.g. image/video/text)** Design the post here. Include any images you will use and the text. You may describe any video content. Remember to use the keywords that you researched, and hashtags.	**Comment** Why are you posting this? Why at that time of day? What do you hope to achieve?

26th March 6 p.m. Facebook and Instagram	Direct Advertising Using an image of the product being promoted.	 Text - Check out our new addition to our shop! This is great for use in Primary schools and Preschools in the Book Corner. https://megandavies801664.wixsite.com/personaliseall This post is for educational purposes. #SignPost #TheGruffalo #WinnieThe Witch #Paddington #TheVeryHungryCaterpillar #TheTwits #School #NewProduct	This is a direct advertising post with a high-quality image of the product in an attempt to engage my target audience. I will post at 6 p.m. because my research showed that this is the most popular time for my target audience to be online. Graph: I will use hashtags because ….. I will have a link to the product on the website so that …….

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